

July 3, 2018

Dear Noisebridge,

It has been a blast to work with you. I have really enjoyed getting to know your people, culture and aspirations. You are a unique group with a remarkable past and an exciting future. I truly believe you can accomplish your dream of a new space.

By now you have read the recommendations I developed. Here is a proposal for putting those recommendations into practice.

Our work with you will center around three phases:

1. Preparation and infrastructure – about the first three months
 - a. Campaign planning: scope and design
 - i. Budget development
 - ii. Database set up and transfer of information
 - iii. Promise and core messaging
 - iv. Case statement
 - v. Develop benefits packages
 - b. Identify and start meeting with a fundraising working group with people who take on responsibilities in the following areas
 - i. Major gifts individual fundraising
 - ii. Grassroots individual fundraising
 1. Monthly recurring donation growth
 2. Campaign messaging to grassroots donors
 - iii. Government fundraising
 - iv. Foundation fundraising
 - v. Corporate fundraising
2. Raising money – starts in about three months
 - a. Regular meetings with working group and sub teams to develop campaign revenue.
 - b. One on one connectivity with solicitors as they cultivate donors and make asks
 - c. Grant proposal research and writing
 - d. Database

Raising a significant amount of money will take time and perseverance. Our services will provide you with a framework of discipline and expert guidance as you develop your campaign and raise money. There will be ups and downs. At first, we will be looking for some very big dominoes to fall, and that will take some time.

We anticipate about two meetings a month with your members plus one-on-one meetings with members of the working group as needed. I anticipate travel to San Francisco about once every other month. This proposal is travel inclusive.

Here is a basic breakdown of our cost estimates for activities through the first six months of the campaign. We would bill you monthly only for services provided.

	Rate	Hours	
Campaign Strategy and Coaching (\$2,000 per month)			\$12,000
Case Statement Development, Including Budget	\$85	25	\$2,125
Proposal Research and Development	\$85	60	\$5,100
Database Acquisition, Deployment and Transfer	\$40	60	\$2,400
Design and Marketing for Campaign	\$100	20	<u>\$2,000</u>
			\$23,625

Much of our proposal development work will be front-loaded, putting in the work to develop a strong case statement you can draw from for your campaign will be a very efficient use of money. We hope to have first wave proposals ready by the fourth month, with a projected target of more than \$1 million.

If you have any questions at all, please let me know.

Very truly yours,

Josef Krebs